



WTIC-TV

ORDER

Print Date 09/14/12

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Flight Dates 10/23/12-10/29/12

Contract / Revision 386264 / LINDA MCMAHON 4 SEN

Original Date / Revision 09/14/12 09/14/12 Agency Com 15%

Advertiser LMcMahon/Republican/ Sen
600 Fairmont Ave
Suite 306
Towson, MD 21286

Agency Mentzer Media Services Inc

Buying Contact

600 Fairmont Ave
Suite 306
Towson, MD 21286

Product

Agency Com

Billing Contact

600 Fairmont Ave
Suite 306
Towson, MD 21286

Sales Office TWDC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 1322

Alt Order # 06309083

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL4

Priority 03

Advertiser Ref

Primary Account Executive
Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Order Share 27% Market Value 285481

Competing Station	% of Order	Amount
2WCCT	%	0
3WFSB	30%	85644
4WVIT	19%	54241
5WTNH	22%	62805
6WCTX	2%	5709
7CABL	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	69	\$53,703.00	\$63,180.00	0.00	10/01/12	10/28/12	69	\$53,703.00	\$63,180.00
November 2012	14	\$11,815.00	\$13,900.00	0.00	10/29/12	10/29/12	14	\$11,815.00	\$13,900.00
Totals	83	\$65,518.00	\$77,080.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	61	10/23/12	10/23/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	- 2 - - - -	:30	2	\$140.00	03	0.00	NM	2	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/22/12	10/28/12	- 2 - - - -		2		\$140.00		0.00					
E 2	61	10/24/12	10/24/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	- - 1 - - -	:30	1	\$140.00	03	0.00	NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/22/12	10/28/12	- - 1 - - -		1		\$140.00		0.00					
E 3	61	10/25/12	10/25/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	- - - 2 - -	:30	2	\$140.00	03	0.00	NM	2	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/22/12	10/28/12	- - - 2 - -		2		\$140.00		0.00					
E 4	61	10/26/12	10/26/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	- - - - 1 -	:30	1	\$140.00	03	0.00	NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/22/12	10/28/12	- - - - 1 -		1		\$140.00		0.00					



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Contract / Revision **386264** Flight Dates **10/23/12-10/29/12**

Hiatus Dates

Original Date / Revision 09/14/12/ 09/14/12

Order Sep 00:15:00

Advertiser **L McMahon/Republican/ Sen** Product **LINDA MCMAHON 4 SEN** Estimate # **1322**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 5	61	10/23/12	10/26/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	- 1111 - -	:30	4	\$75.00	03	0.00	NM	4	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- 1111 - -					4	\$75.00		0.00			
E 6	61	10/23/12	10/26/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	- 2222 - -	:30	8	\$150.00	03	0.00	NM	8	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- 2222 - -					8	\$150.00		0.00			
E 7	61	10/23/12	10/26/12	M-F 5p-6p M-F 5p-6p	CM	5p-6p	- 2222 - -	:30	8	\$75.00	03	0.00	NM	8	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- 2222 - -					8	\$75.00		0.00			
E 8	61	10/23/12	10/26/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	- 1111 - -	:30	4	\$300.00	03	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- 1111 - -					4	\$300.00		0.00			
E 9	61	10/23/12	10/26/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	- 1111 - -	:30	4	\$400.00	03	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- 1111 - -					4	\$400.00		0.00			
E 10	61	10/23/12	10/26/12	M-F News at Ten News at Ten	CM	10p-11p	- 2222 - -	:30	8	\$1,100.00	03	0.00	NM	8	\$8,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- 2222 - -					8	\$1,100.00		0.00			
E 11	61	10/23/12	10/26/12	M-F News at 11pm News at 11pm	CM	11p-1135p	- 1111 - -	:30	4	\$250.00	03	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- 1111 - -					4	\$250.00		0.00			
E 12	61	10/23/12	10/26/12	M-F 1135p-1205a M-F 1135p-1205a	CM	1135p-1205a	- 1111 - -	:30	4	\$85.00	03	0.00	NM	4	\$340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- 1111 - -					4	\$85.00		0.00			
E 13	61	10/23/12	10/28/12	World Series on FOX World Series	CM	730p-11p	- - WT- SS	:30	6	\$5,000.00	03	0.00	NM	6	\$30,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- - WT- SS					6	\$5,000.00		0.00			
E 15	61	10/27/12	10/27/12	College Football College Football	CM	7p-1030p (7:00 PM-10:30 PM)	- - - - 3 -	:30	3	\$350.00	03	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- - - - 3 -					3	\$350.00		0.00			
E 16	61	10/27/12	10/27/12	Sa 10p-11p Sa 10p-11p	CM	10p-11p	- - - - 2 -	:30	2	\$600.00	03	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- - - - 2 -					2	\$600.00		0.00			
E 17	61	10/28/12	10/28/12	NFL on FOX Early NFL:Sun 1-4pm	CM	1p-4p	- - - - - 3	:30	3	\$2,000.00	03	0.00	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- - - - - 3					3	\$2,000.00		0.00			
E 18	61	10/28/12	10/28/12	NFL on FOX Late Giants:Sun 425p-730p	CM	425p-730p	- - - - - 2	:30	2	\$3,500.00	03	0.00	NM	2	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- - - - - 2					2	\$3,500.00		0.00			



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Contract / Revision **386264** Flight Dates **10/23/12-10/29/12**

Hiatus Dates

Original Date / Revision 09/14/12/ 09/14/12

Order Sep 00:15:00

Advertiser **LMcMahon/Republican/ Sen** Product **LINDA MCMAHON 4 SEN** Estimate # **1322**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 18	61	10/28/12	10/28/12	NFL on FOX Late Giants:Sun 425p-730p	CM	425p-730p	-----2	:30	2	\$3,500.00	03	0.00	NM	2	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----2					2	\$3,500.00		0.00			
E 19	61	10/28/12	10/28/12	Su 10p-11p Su 10p-11p	CM	10p-11p	-----2	:30	2	\$900.00	03	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----2					2	\$900.00		0.00			
E 20	61	10/28/12	10/28/12	Su 11p-1130p Sun 11p-1130p	CM	11p-1130p	-----1	:30	1	\$250.00	03	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----1					1	\$250.00		0.00			
E 21	61	10/29/12	10/29/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	1-----	:30	1	\$140.00	03	0.00	NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	1-----					1	\$140.00		0.00			
E 22	61	10/29/12	10/29/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	1-----	:30	1	\$75.00	03	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	1-----					1	\$75.00		0.00			
E 23	61	10/29/12	10/29/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	2-----	:30	2	\$150.00	03	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	2-----					2	\$150.00		0.00			
E 24	61	10/29/12	10/29/12	M-F 5p-6p M-F 5p-6p	CM	5p-6p	2-----	:30	2	\$75.00	03	0.00	NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	2-----					2	\$75.00		0.00			
E 25	61	10/29/12	10/29/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	1-----	:30	1	\$300.00	03	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	1-----					1	\$300.00		0.00			
E 26	61	10/29/12	10/29/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	1-----	:30	1	\$400.00	03	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	1-----					1	\$400.00		0.00			
E 27	61	10/29/12	10/29/12	M-F News at Ten News at Ten	CM	10p-11p	2-----	:30	2	\$1,100.00	03	0.00	NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	2-----					2	\$1,100.00		0.00			
E 28	61	10/29/12	10/29/12	M-F News at 11pm News at 11pm	CM	11p-1135p	1-----	:30	1	\$250.00	03	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	1-----					1	\$250.00		0.00			
E 29	61	10/29/12	10/29/12	M-F 1135p-1205a M-F 1135p-1205a	CM	1135p-1205a	1-----	:30	1	\$85.00	03	0.00	NM	1	\$85.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	1-----					1	\$85.00		0.00			
E 30	61	10/29/12	10/29/12	World Series on FOX World Series	CM	730p-11p	2-----	:30	2	\$5,000.00	03	0.00	NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Contract / Revision **386264** Flight Dates **10/23/12-10/29/12**Hiatus DatesOriginal Date / Revision 09/14/12/ 09/14/12Order Sep 00:15:00Advertiser **LMcMahon/Republican/ Sen** Product **LINDA MCMAHON 4 SEN** Estimate # **1322**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 30	61	10/29/12	10/29/12	World Series on FOX World Series	CM	730p-11p	2-----	:30	2	\$5,000.00	03	0.00	NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	2-----	2		\$5,000.00		0.00						
														Totals	83 \$77,080.00